

# **RJ REYNOLDS**

TOBACCO COMPANY

**COPY**  
S. R. MacLEOD  
Region Operations Mgr

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Suite #108

Williamsville, NY 14221

(716) 634-9232

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May 15, 1997

RJR Account #026040

Mr. F. Attea

M. ATTEA & BROS.

**JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727**

Dear Frank:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **11** SKUs of Doral Flashlights (Item #527813) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (6M)</u> <u>Cases</u>
12300-84006	FF Box	1
12300-22084	LT Box 100	1

Product / Premium Arrival:

June 23, 1997

Ship Date to Retail:

Week of: June 30, 1997

Lighters: (Item #527813)

SKU CUBE: 2.5280

SKU WT (w/o Product): 10.6200 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Savings Cartons

EFT \$ Amount: \$554.62

Non-EFT \$ Amount: \$N/A

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B2GPF

M. ATTEA & BROS.

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.**

**SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$21.00 (.75 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Enc. Wholesaler Packing Instructions

Retail Customer List

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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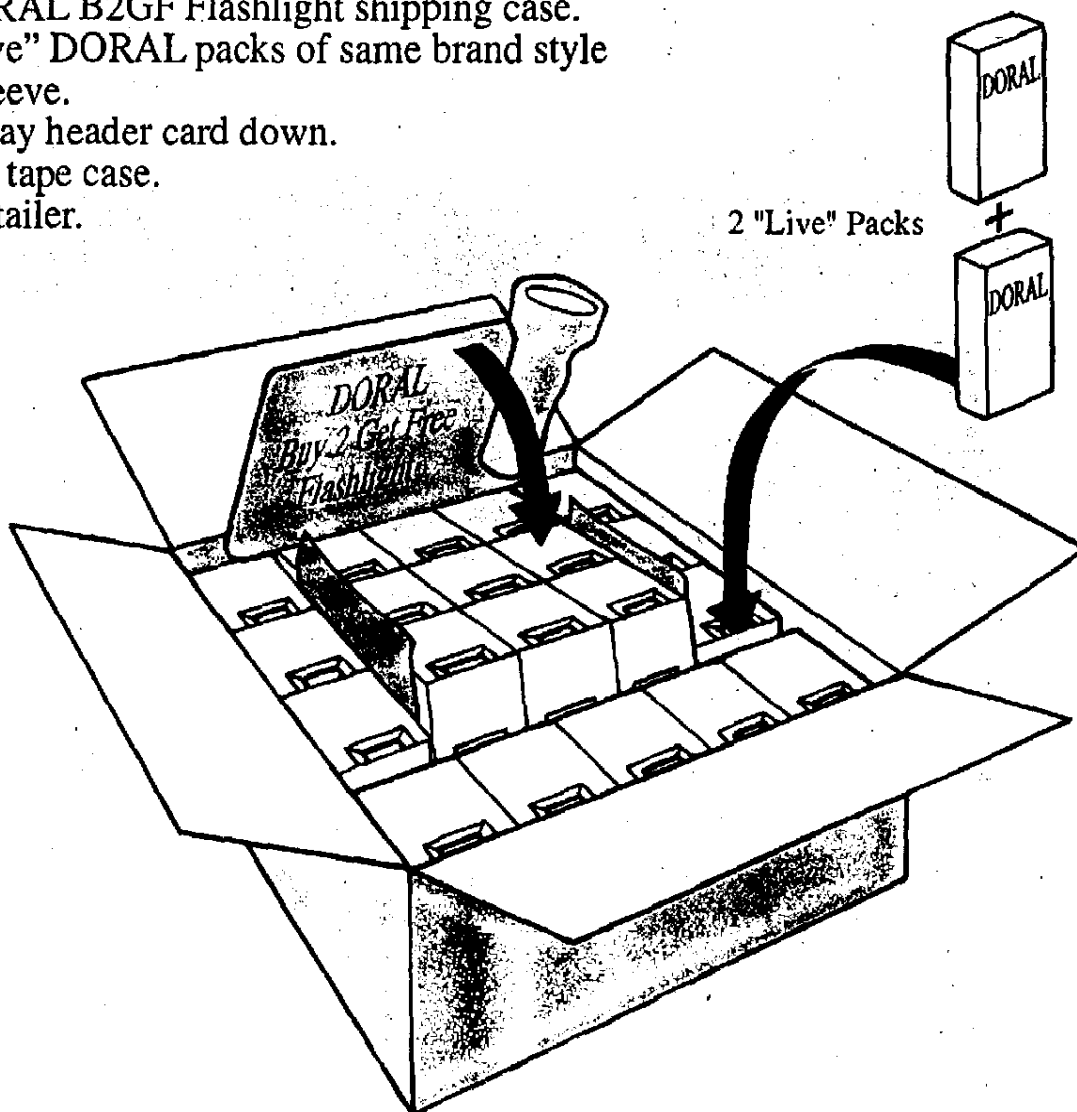
# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 3RD QTR. '97

### July DORAL B2GF Flashlight

#### STEPS

1. Open DORAL B2GF Flashlight shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 527813

Description: DORAL B2GF Flashlight Display/POS Kit

Brand Style	FF Box	<del>FF Box 100</del>	<del>LT Box</del>	LT BOX 100		
Number of Cartons						

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BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE:

DATE: 97-0

TIME: 03:46

WHOLESALE : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>  
TEMPLATE : 700727 70700 DOR FLASHLIGHT  
TEMPLATE SEQ : 0010  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	2				(716)882-524
162601	162626	398853	MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	14301	1				(716)282-439
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1				(716)882-833
162603	162623	397467	MERRY MART	6150 SENECA ST	SPRING BROOK	NY	14140	1			026040	(716)652-958
122303	122321	443694	POOSPATUCK SMOKE SH	207 POOSPATUCK LN	MASTIC	NY	11950	1				(516)399-582
162603	162625	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716)853-9280
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	4	NYS			(716)823-3036

PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY 11

TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY 11

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## GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

07/10/97

ACCOUNT NUMBER: 026040	M ATTEA & SONS INC
VOUCHER NUMBER: 15360218	1509 CLINTON ST
DATE WRITTEN: 07/10/97	BUFFALO , NY 14206
STATUS: PAID	
AMOUNT PAID: 21.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	0.75	21.00

EXPLANATION: JULY: DORAL B2GF FLASHLIGHT/#700727/C. ALESSANDRA

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